



Feeding Bodies. Fueling Minds.™

**The School Nutrition Association of Pennsylvania
2023 Annual Conference
Kalahari, PA
Tentative Schedule at a Glance**

Pre-Conference: Monday, July 31, 2023

8:30am - 1:30pm	Attendee Registration
9:00am - Noon	Poverty Simulation (\$50 registration fee)
9:00am - 4:00pm	ServSafe Certification Class & Exam (\$180 registration fee)
10:00am - 12:30pm	East Stroudsburg Area School District Tour
12:00Noon - 1:30pm	Pizza Making Class with Sortino's Restaurant (\$60 registration fee)
12:00Noon - 1:30pm	Cookie Decorating Class (\$40 registration fee)
1:00pm - 6:30pm	SNS Credentialing Exam

Tuesday, August 1, 2023

8:30am - 3:00pm	Attendee Registration
9:00am - 11:30am	New Director Cohort Session– <i>pre-registration required</i>
9:00am - Noon	LEAD to Succeed- Navigating Difficult Conversations - Effective dialogue is one of the single most important skills for today's leaders. Whether confronting a team member who is not keeping commitments, critiquing a colleague's work, or simply telling someone "no," critical conversations are often avoided or handled in clumsy ways. The role of communication is to provide the right type of communication at the right time to the right audience. This 3-hour training details the key communications skills, approaches, and tools needed to inform, educate, and drive relevant opinions and behaviors. Participants will learn about the theory underpinning these conversations, diagram their structure, and learn specific strategies to successfully approach difficult conversations.
12:30pm - 2:30pm	President's Welcome & Opening General Session

	<ul style="list-style-type: none"> • <i>David Ludwig, SNAPA President, Norristown SD</i> • <i>Jon Colby, Keynote Speaker</i>
2:45pm - 3:45pm	Curated Education Sessions <ul style="list-style-type: none"> • Culinary Demo with Chef Amber • American Dairy North East • Bringing Joy to the Job
3:45pm - 4:00pm	Coffee Break!

4:00pm - 5:00pm	Curated Education Sessions <ul style="list-style-type: none"> • Blood SWOTT & Tears - What are your big dreams/goals for your program this year, next year, and in five years? This session will help attendees brainstorm ideas and evaluate strengths, weaknesses, opportunities, time, tears, and sanity needed to achieve the program goals and how to identify community partners that can help them achieve their goals. • Culinary Demo with Chef Amber (REPEAT)
5:00pm - 6:00pm	Directors-Only Reception <i>SNAPA Prized Partners & Directors Hour</i>
6:00pm - 9:00pm	President's Dinner <i>All Members</i>
9:00pm - 11:00pm	Evening Entertainment Activities TBD

Wednesday, August 2, 2023

7:30am - 3:00pm	Attendee Registration
8:00am - 9:00am	Curated Education Sessions <ul style="list-style-type: none"> • LEAD To Succeed: Your Conflict Inventory - Conflict is common in the workplace and is something many of us look to avoid but having the proper tools to deal with conflict can make all the difference when it eventually arises. This 1-hour training explores five different conflict management styles and how each is used to approach difficult conversations with coworkers and/or stakeholders. This training will provide participants with effective tools to approach conflict in the workplace to achieve more positive outcomes. • Training for Success
9:05am - 9:35am	Innovation Sessions TBD
9:45am - 10:45am	Curated Education Sessions <ul style="list-style-type: none"> • Communicating to Stakeholders - Let's face it, after homework and

	<p>getting up too early, the next major complaint from students is the lunches. You and your staff have spent countless hours researching, tasting, packaging, and trying to satisfy thousands. The reality is that you can't do it alone and there is a formula for bringing everyone from the student to the Superintendent on board and not only communicating your messages but also showcasing your menu and offerings. In this 60-minute interactive session, we will collaborate with you on crafting messages that pull these stakeholders together and help create a team approach, then, when you have to provide external communication to the media, you will not only be ready but also speak confidently knowing that your school community is in your corner. When you leave the session, you will have all kinds of new ideas to take back to your schools and face any communication challenges that come your way.</p> <ul style="list-style-type: none"> ● We Can Make it Happen ● Celebrating Cultures in Your Cafeteria - This session will describe the steps UCFSF FNS took to create a "Learning about cultures through food" program in their cafeterias. This program was created in partnership with the communications department, FNS, and the district community. It will explain the steps of soliciting recipes from families, marketing the recipes/cultures, and bringing the recipes to life for students. The session will also highlight the positive outcomes of this program as well as what could have been improved. Learners will walk away from the session with action items for starting their own program to introduce cultures to students through food, ideas for marketing the program in their locations, and some easy taste tests/recipes to try in their own cafeterias. ● LEAD to Succeed: Listening Habits - Listening is a critical component to effective communication. This 1-hour training explores participants' listening habits and provides tools and techniques to help improve conversations in the workplace. Specifically, participants will learn about the four levels of communication and will explore the productive listening learning model to improve their personal listening habits.
10:50am - 11:10am	PDE Update
11:10am-11:25pm	Coffee Break
11:30am - 12:30pm	<ul style="list-style-type: none"> ● LEAD to Succeed: How do you bring value to the workplace? - Establishing who someone is and the value they bring to an organization are key components of communication in the workplace. In this 1-hour training, participants will explore frameworks and tools they can employ to be more effective at communicating who they are and the value they bring to their organization. Participants will take a "deep dive" into the skills they need to assess and understand their audience, and how to develop an effective introduction for a specific audience.
11:00am - 12:30pm	Exhibit Hall-Directors Only

12:30pm - 3:00pm	Exhibit Hall-All Attendees
2:45pm - 3:00pm	Basket Drawings
3:15pm - 4:15pm	<p>Curated Education Sessions</p> <ul style="list-style-type: none"> ● LEAD to Succeed ● Free Multi-Media Marketing Platforms to Showcase Your Menu - (requirements: at least one food item and a smartphone) Have you ever taken a picture of the food you prepared or food that was served to you at a restaurant- just because it looked so good? If not, you may want to start using the FREE technology resources around you already. This very interactive session requires you to BYOF (Bring Your Own Food) and your smartphone as well as the ability to work with others! In this jam-packed hour, I will use my 30 years of professional Photography, Videography, Multimedia Content Creation, and Social Media Marketing to give the tips and tricks to market your school's kitchen and menu like a boss! Using only my smartphone for food photography and the same methods I will teach you, I have amassed 8.6-million food photo reviews on Google and 8.7-million interactions for the pictures and reviews on Google Maps- chances are you have seen my content when you have searched for a restaurant! The reality is; technology has changed the game and I will help you see the potential in your phone, your free software, and the power of free Social Media Marketing to franchise and brand your nutritional services like the pros!
4:30pm - 5:30pm	<p>Curated Education Sessions</p> <ul style="list-style-type: none"> ● Five Star Customer Service - The premise for the 5 Star Customer Service presentation is an interactive collaboration of theory-based customer service practices, coupled with relevant K12 examples of day-to-day customer interactions. The presentation includes group role-play and discussion for improvement and best practices. Participants will leave the workshop with new tools to increase their self-worth, improve relationships with team members, and organically develop a 5 Star Customer Service mindset. ● The Future is Powered by Plants - Learn why a whole food plant-based diet is essential for our future, and how you can integrate it into your personal diet and into your school menu. Plant-Based Meal Planning is for you, for me, and for the environment. It is for our future.

Thursday, August 3, 2023

8:00am - 10:00am	Administrative Review
8:00am - 9:00am	<p>Curated Education Sessions</p> <ul style="list-style-type: none"> ● Food Dignity ● Reaping the Harvest of Farm to School - This session pulls back the

	<p>curtain on the mysteries of farm to school purchasing and provides directors with an understanding of seasonality, communications, and timelines necessary to work with local producers and growers. Examples of existing programs in the state, procurement policies that prioritize value-based purchasing, and state and national funding opportunities will be shared. Directors will leave with information allowing them to start a successful farm to school program or enhance an existing one.</p>
8:00am - 8:30am	Innovation Session TBD
9:15am - 10:15am	<p>Curated Education Sessions</p> <ul style="list-style-type: none"> ● Managing from the Cloud - This session will demonstrate different ways that Google can help streamline processes between schools and supervisors through easy Google site development, and other Google tools like Google forms and Google sheets. Cut down on paper and ink usage by putting everything on the "cloud", allowing production records, daily lunch counts, order forms, and handbooks to be accessible and editable from anywhere. ● Creative Menu Showstoppers - This session will help directors brainstorm and network with others to build creative menu entrees. Participants will learn how to use online resources and retail menus to make them school-approved and increase participation at all levels. Participants will be able to take a hands-on approach to menu planning and build an array of menu entrees to start the 23-24SY.
10:30am - 12:30pm	Annual Members Meeting & Update from USDA